Waging the War Against the Devil in Scioto County: A Grassroots Response to Prescription Drug Abuse in a Rural Community

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How did Scioto County become the epicenter of the prescription drug epidemic in Ohio?
Florida docs write 85% of the oxy scripts in the US

Scioto County 2010

- On DEA list of top 10 places for prescription pill trafficking
- 360% increase in fatal drug overdoses in past 8 yrs
- 10% of infants are born addicted
- Hepatitis C & addiction rates 5 X the national average

- Florida docs write 85% of the oxy scripts in the US
Two Decades of Pill Mills

1992-2001 Dr. David Proctor becomes established “pill” doctor in South Shore, KY & opens 12 satellite clinics

2000 OxyContin appears in Portsmouth

2000 (March) Dr. John Lilly is arrested & sentenced to 5 years in prison

2003 Dr. Paul Volkman establishes a pain clinic in Portsmouth

2010 - 9 pain clinics are actively operating in Scioto county

Portsmouth becomes known as “Broward County North”

50% of pain clinics are felon-owned
Using Data to Define the Problem

Unintentional prescription medicine overdose death rates by Ohio counties, 2004–08

Deaths per 100,000
- 2.99 or fewer
- 3–4.99
- 5–6.99
- 7–9.99
- 10–14.99
- 15+

SOURCE: Ohio Department of Health

Statewide deaths, 2004–08

KEN MARSHALL | THE PLAIN DEALER

SOURCE: Ohio Dept. of Health, 2011
Injury Deaths in Ohio

Figure 1. Number of deaths from MV traffic and unintentional drug poisonings by year, Ohio, 2000-2008

Figure 2. Percent change in death rate per 100,000 for leading causes of injury, Ohio 1999-2008

- Firearm Related: 14%
- Homicide: 27%
- Suicide: 21%
- Unt MV Traffic: -14%
- Unt Poisoning: 325%
- Unt Falls: 110%
- All Unintentional: 51%

1Source: Ohio Department of Health, Office of Vital Statistics
2Source: Ohio Department of Public Safety

SOURCE: Ohio Dept. of Health, 2011
Epidemics of unintentional drug overdoses in Ohio, 1979-2008\textsuperscript{1,2,3}

Ohio Data: Tx Admissions 2001

Client Admissions for Opiate Abuse and Dependence
Ohio MACSIS Data - 2001

Legend
Percent Opiate Addicts
- 0.0% - 3.0%
- 3.1% - 6.7%
- 6.8% - 14.3%

This map represents the percentage of clients in treatment with an opioid-related diagnosis. The highest concentrations for opiate admissions are in Cuyahoga County (14.3%), Montgomery County (12.5%), Mahoning County (12.2%), Summit County (12.1%), and Franklin County (10.1%).

Data Sources:
Multi Agency Community Information Systems (MACSIS)
Map produced March 2011
Client Admissions for Opiate Abuse and Dependence
Ohio MACSIS Data - 2003

Legend
Percent Opiate Addicts
- 0.0% - 3.0%
- 3.1% - 6.7%
- 6.8% - 16.3%

This map represents the percentage of clients in treatment with an opioid-related diagnosis. The highest concentrations for opiate admissions are in Cuyahoga County (18.3%), Mahoning County (15.8%), Montgomery County (14.9%), Trumbull County (13.2%), and Summit County (12.7%).

Data Source:
Multi Agency Community Information Systems (MACSIS)
Map produced March 2011
Client Admissions for Opiate Abuse and Dependence
Ohio MACSIS Data - 2005

Legend
Percent Opiate Addicts
- 1.0% - 3.0%
- 3.1% - 6.7%
- 6.8% - 34.4%

This map represents the percentage of clients in treatment with an opioid-related diagnosis. The highest concentrations for opiate admissions are in Scioto County (34.4%), Clark County (21.1%), Jackson County (20.9%), Montgomery County (20.6%), and Champaign County (17.0%).

Data Source:
Multi Agency Community Information Systems (MACSIS)
Map produced March 2011
Ohio Data: Tx Admissions 2007

This map represents the percentage of clients in treatment with an opioid-related diagnosis. The highest concentrations for opiate admissions are in Jackson County (31.4%), Scioto County (30.8%), Lawrence County (22.7%), Clark County (20.5%), and Mahoning County (17.9%).

Data Source:
Multi Agency Community Information Systems (MACSIS)
Map produced March 2011
Ohio Data: Tx Admissions 2009

Client Admissions for Opiate Abuse and Dependence
Ohio MACSIS Data - 2009

Legend
Percent Opiate Addicts
- 2.3% - 3.0%
- 3.1% - 6.7%
- 6.8% - 64.2%

This map represents the percentage of clients in treatment with an opioid-related diagnosis. The highest concentrations for opiate admissions are in Scioto County (64.1%), Lawrence County (49.5%), Jackson County (35.7%), Pike County (34.7%), and Fairfield County (34.7%).

Data Source:
Multi Agency Community Information Systems (MACSIS)
Map produced March 2011
Opioid Treatment as Percent of All Treatment Episodes in Ohio, 2000-2009

![Graph showing the percentage of opioid treatment episodes by year: All Opioids, Heroin, and Other Opioids. The graph shows a steady increase in the percentage of treatment episodes for all opioids and heroin, with Other Opioids showing a more gradual increase.]
Cost of Drug Overdoses

<table>
<thead>
<tr>
<th>Type of Costs</th>
<th>Fatal Costs</th>
<th>Non-fatal, hospital admitted costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical</td>
<td>$4.9 million</td>
<td>$19.1 million</td>
</tr>
<tr>
<td>Work loss</td>
<td>$1.2 billion</td>
<td>$5.2 million</td>
</tr>
<tr>
<td>Quality-of-Life loss</td>
<td>$2.2 billion</td>
<td>$7.6 million</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$3.5 Billion</strong></td>
<td><strong>$31.9 Million</strong></td>
</tr>
</tbody>
</table>

*Source: Children’s Safety Network Economics & Data Analysis Resource Center, at Pacific Institute for Research and Evaluation, 2005; \(^2\)Year 2004 Dollars, Based on 2004-2007 average Ohio incidence; \(^3\)Year 2005 Dollars, Based on Year 2003 Ohio incidence*
Partnerships

OH Dept. Health, Injury & Violence Prevention Program

OH Injury Prevention Partnership

OH Dept. of Alc. & Drug Addiction Services

Prescription Drug Abuse Action Group

SOURCE: Ohio Dept. of Health, 2011
Communities Getting Involved

- A “Call to Action” (Oct. 2009)
- Three Town Halls (early 2010)
- Petitions to Governor
- Community “Take Back” Project (2010)

Scioto County says “Enough is enough!”

Community organizations put a face on addiction & express the emotional devastation of addiction
Grassroot Organizations

1) Fix the Scioto County Problem of Drug Abuse, Misuse, and Overdose
   - 3,874 Members on Facebook, public forum to discuss prescription drug abuse & what is being done in the community to respond to the problem
   - Meet as a community group, some overlap with Task Force

2) Portsmouth Ohio Rx Drug Action team
   - Meets monthly, representatives from various State & local agencies attend

3) SOLACE
   - Support group for people who have lost someone due to drug addiction or drug-related crimes
Grassroots Community Activities

- Pill mill protests
- Anti-drug patches for little league baseball team
- Share information, photos, & videos
- T-shirts
- “Be The Wall”
- National Day of Prayer
- Seven Marches in Seven Days
- Local pain clinic ordinances
- Tax levy to fund prevention efforts
Scioto County Rx Drug Action Team

“BETHE WALL” Campaign
Prescription drug abuse is declared a “Public Health Emergency”

“The reason why, we rank number two in the state of Ohio for unintentional prescription overdose deaths. We rank three fold the state average for Hepatitis C, ninety percent of what's going on in our courts with the prosecutors office, is prescription drug related…..we have no choice, we cannot turn our backs any longer. We have to develop a team, we have to develop a plan and step forward.”

--Aaron Adams, M.D.
Jan. 2010
Drug Czar Warns About Prescription Painkillers
Americans take 80 percent of all prescription painkillers taken in the world

Ohio County Losing Its Young to Painkillers’ Grip (April 14, 2011)
Governor’s Task Force

- Formed by Executive Order
- 33 members across various systems
- Recommends multi-prong strategy:
  - Law enforcement
  - Regulatory
  - Treatment
  - Public Health
Research & Dissemination

• OVN activities to increase access to EBPs
  ➢ Buprenorphine physician training July 8th (Portsmouth) + presentation to the community
  ➢ Buprenorpine physician & clinician training September 22nd (Cincinnati)

• Research activities:
  ➢ Submitted grant to RWJ to study cross-system approach to reduce drug overdoses in OH
  ➢ Submitted proposal to ODADAS to conduct pharmacotherapy clinical trial & program evaluation of a medical home for persons with substance use disorders
Working Across Systems

- RESEARCH/OVN NIDA CTN
  - Num. of calls to poison control re prescription drug abuse
  - Num. of physician trained & certificated to provide buprenorphine
  - Num. of patients sought tx
  - Num. of facilities providing MAT
  - Num. of prescription drug distribution or possession arrests
  - Num. of prescriber prosecutions

- ODADAS

- ODH
  - Num. of ER visits due to prescription drugs
  - Public awareness of prescription drug abuse
  - Participation in community groups
  - Num. of media reports on prescription drug abuse
  - Num. of community & educational events to raise awareness of prescription drug abuse
  - Num. of licensed pain clinics

- Portsmouth DPH

- COMUNITY GROUPS

REDUCE RATE OF PRESCRIPTION DRUG OVERDOSE
Research & Dissemination

• Collaborating with various stakeholders:
  ➢ Member of the Ohio Attorney General’s Prescription Drug Abuse Advisory Council
  ➢ Member of the ODADAS Medication Assisted Treatment Research Workgroup
  ➢ Member of the ODADAS Criminal Justice Diversion and Behavioral Health Workgroup

.......... linking evidence with practice & policy

??SENTENCING REFORM???
What else are we doing?

- Meeting with community groups, tx providers, ODASAS, ODH, etc.
- Networking with regional & national partners
- Presenting at symposium & community events (e.g., NDFW)
- Opioid overdose prevention?

Improving access to evidence-based treatment
Accomplishments – Aug. 2011

Accomplishments (Aug. 2011):

- 4 Physicians Licenses suspended by OSMB
- 2 Pharmacies DEA suspended
- 3 Clinic owners indicted
- 1 Doctor convicted
- ZERO PAIN CLINICS!
Law Enforcement

Attorney General’s Office:
• Hired 2 new Asst. Attorney’s that specialize in prescription drug cases
• Increasing training/education for police officers

Local criminal justice agencies are collaborating with Federal agencies to shut down pill mills & prosecute doctors
House Bill 93

- “Pill Mill Bill” becomes law June 2011
- Medical Board education and Patient Safety Programs
- Requires Physician ownership, background checks on employees, allows immediate suspension of license for suspected misconduct
- Coroner’s report drug overdoses to Medical Board
- Eliminated “In-House” Pill Dispensaries
- Sets licensing standards for Pain Clinics
- Ohio Automated Rx Review System
- Drug take-back programs
Lessons Learned Collaborating Across Systems

• Some change is slow
  ➢ Shutting down pill mills has happened, whereas expanding access to AOD tx has been very limited
  ➢ Expanding access to MAT is problematic & communities need to buy-in
• Media attention helps drive stakeholder buy-in
• Support from the top-down is necessary, but you still need a local champion
Take Home Messages

• Prescription drug abuse has increased substantially locally & nationally
• Population-level health outcomes are the prerequisite for defining the problem
• The media can be used to achieve stakeholder buy-in & initiate system change
• Preventing prescription drug overdoses saves money
• National problems need national & local solutions, as well as local champions
• We need to expand our real & virtual social networks to make change effective
It takes a community, working together, to address prescription drug abuse

- ODADAS
- Ohio Department of Health
- Ohio Association of County Behavioral Health Authorities
- Ohio House of Representatives
- Ohio State Medical Association
- Ohio Pharmacy Board
- Ohio Poison Control Collaborative
- U.S. Attorney, Southern District of Ohio
- Ohio Attorney General’s Office
- Ohio Bureau of Workers’ Compensation
- Ohio Dental Board
- Ohio Department of Public Safety
- Ohio Public Health Association
- Ohio Pharmacist Association
- Ohio Medical Board
- The Ohio Council of Behavioral Health & Family Services Providers